Application Body Area − 720 pixels

This area of the site is dedicated to the display of all information and content affecting the user interface of the application itself. Generally speaking, this area is designed to accommodate nearly any required content entry field, login fields, special application directives etc. Essentially, this is where the actual application resides and there are few restrictions regarding look and feel except for the 10 pixel gutter restrictions surrounding the application body area. The application screen is allowed to expand vertically (scroll) to accommodate the application content needs. See detailed dimensional layouts starting on page 14.

Customer Focus

It is recommended that designs (especially primary and introductory home pages) attempt to include important information about the application itself, special features of the application and describe the intended audience, especially above the fold line (450 pixels).

Other ways to serve the user include providing areas for "What's New" or other pertinent information that would be difficult to locate without having to navigate to a specific page or section.

Use of link names and text descriptions of certain information or functionality that uses clear, direct language rather than "official" program names and acronyms that average users may not be aware of. Best practices naming and links use:

AVOID:
Access form DMB-96

PREFERRED:
Access the NOTICE OF FAMILY AND MEDICAL LEAVE form   -or-

NOTICE OF FAMILY AND MEDICAL LEAVE form

Font classifications and styles

All pages (and code) should make use of relative font sizes to accommodate ADA compliance and best practices for user-set browser settings. Font styles should default to Arial, Helvetica Bold, Regular and Italic, sans serif in sizes ranging from the smallest (-2) to the largest (+2). See page 7 for details.

Font styles such as but not limited to: comic sans, **calligraphy**, *scripts*, *brushes*, **BLOCK,** or over-styled typefaces should be avoided and are not business appropriate for state of Michigan on-line services.

Font tags, style and color

Font tags embedded within the code or other programming languages may treat font tags differently, but at the HTML display level the text should follow the general specifications listed on page 7. Font colors may adopt the look and feel of a particular site, but attention should be given to provide optimum contrast on a background cell color. Body text default colors, unless otherwise specified within the application style or server side includes, should be black (#000000) text on a white background.

Use of relative font sizes in HTML
Resulting display font tags are demonstrated below. Depending on the font color associated with either an existing color style based on the parent agency site or a new style for a cross agency site, font tags should be constructed as follows to allow for compliance and browser settings:

Engler:"Fast Lane to Future is Now Open"
<font face='arial, helvetica, sans-serif' color='#003366' size='-2'>

Engler:"Fast Lane to Future is Now Open"
<font face='arial, helvetica, sans-serif' color='003366' size='-1'>

Engler:"Fast Lane to Future is Now Open"
<font face='arial, helvetica, sans-serif' color='003366' size='-1'><i>Engler:"Fast Lane to Future is Now Open"</i>

Engler:"Fast Lane to Future is Now Open"
<font style="font-weight: bold" face='arial, helvetica, sans-serif' color='# 003366' size='+1' style='font-weight:bold'>

Engler:"Fast Lane to Future is Now Open"
<font face='arial, helvetica, sans-serif' color='#003366' size='+1' style='font-weight:bold'>

Engler:"Fast Lane to Future is Now Open"
<font face='arial, helvetica, sans-serif' color='#003366' size='+2' style='font-weight:bold'>

Below are examples of font size selections as seen in both IE and NS browser platforms that take advantage of relative font sizes in the HTML.
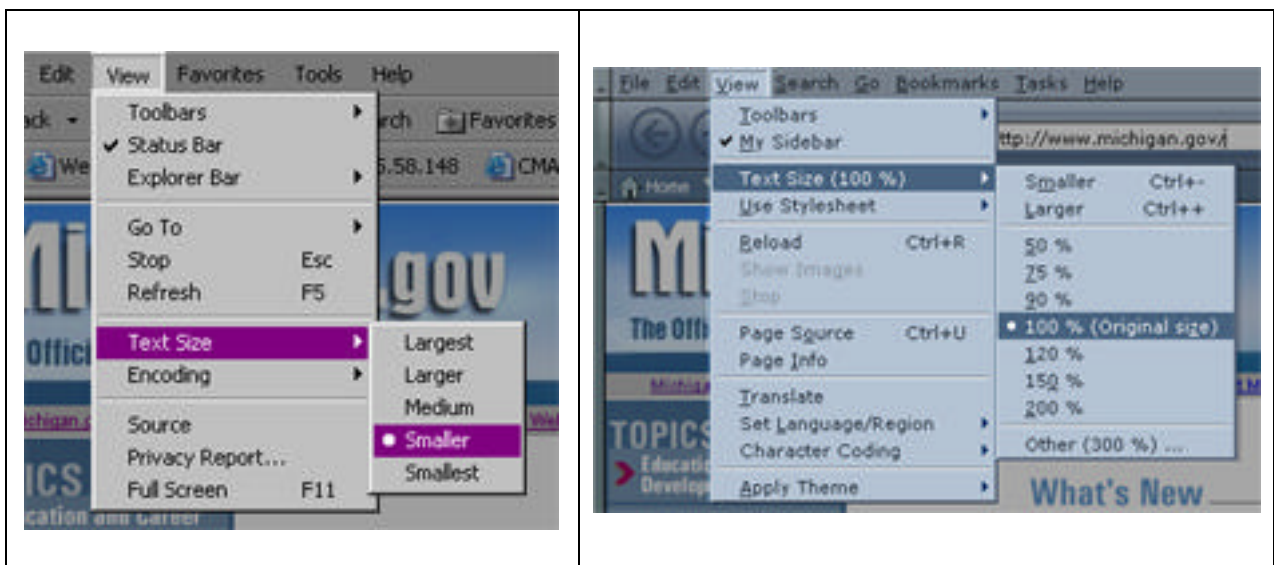
Table Cell Color Contrast
Contrast for all text should default to black text on a white background. In the case of applications being built for specific agencies, look and feel arrangements for table cell colors should match those already live and in place through the parent site hosted on Michigan.gov (for example: an application being built for the Department of Treasury should follow the exact look and feel requirements already in use at that site – see www.michigan.gov/treasury).

For the remaining body area, color selections and text colors can be manipulated for a unique look and feel consistent for that particular site. Cross agency applications that use their own text colors should strive to design cell colors that offer the highest contrast well with text. Avoid the use of color combinations that make it difficult to distinguish text from the cell color at-a-glance. Watch for colored text on backgrounds that have near to or the same value as the cell color.

Good Text Contrast	**Poor** Text Contrast	**Poor** Text Contrast
Quick Links or Related Content	Quick Links or Related Content	Quick Links or Related Content
> Link to web site	> Link to web site	> Link to web site
> Link to web site	> Link to web site	> Link to web site
> Link to web site	> Link to web site	> Link to web site
> Link to web site	> Link to web site	> Link to web site
> Link to web site	> Link to web site	> Link to web site

Application Names

The body area is also the recommended area in which specific agency or applications names and acronyms as well as specific logos or other graphics and look and feel elements can be included. See the example below for the treatment of the application from Corrections.

Body Area Gutter

The Body Area should also contain built in accommodations of ten (10) pixels for all margins as they approach either side of the width (not to exceed 720 pixels) and up to the sub-header. Depending on whether left or right navigation is also used, these gutter restrictions remain in effect. See examples starting on page 14

Above-the-Fold line

The body area also carries with it some best practices regarding content display: it is recommended that the content appear above-the-fold as much as possible. Application introductory screens contain much of the critical information needed by users to properly navigate the site. An effort should be made here to not exceed the 450-pixel limitation. This includes the left navigation areas (when used) as well as the body content.

http://www.state.mi.us/mdoc/asp/otis2.html

Required Banner Header

Required link names and locations

Application Specific Sub-Header navigation

Application specific functionality

Application Logo- specific name

Primary content above-the-fold (450 pix)

Helpful, supported links to other sites and related content

Required Footer with text equivalent sub-header links and policy links

Figure above includes many of the look and feel requirements found in this document.